

18/23 EXCLUSION OF THE PUBLIC

19/23 DECLARATIONS OF INTEREST

There were no declarations of interest.

20/23 MINUTES

RESOLVED that the Exempt Minutes of the meeting of the Committee held on 08 June 2023 be confirmed as a correct record.

21/23 PLACE PROMOTION: VISITOR ECONOMY AND INWARD INVESTMENT PLACE MARKETING

J Battye and K Apps introduced the item, providing a summary of the overall approach to place promotion in Derby and Derbyshire and provided a presentation in relation to the visitor economy sector and inward investment activity.

The Committee had been provided with a presentation on the Silk Mill followed by views from sector operators Mr Hattersley, Mr Burrows, and Dr Rock which outlined the challenges they had faced and their view of the future of the sector.

Officers gave an overview of the proposed approach and content of inward investment strategy with a view to seek feedback from Joint Committee and suggestions for investment sites.

Further discussion would take place at the next meeting and a workshop was to be held on 11 September.

RESOLVED to

- 1) Note the shared issues for place promotion activity across Derby and Derbyshire;
- 2) Consider the information presented, discuss the strategic implications for the visitor economy sector and provide a steer on key priorities for addressing challenges in the sector;
- 3) Consider the information presented and provide a steer on the key themes and priorities to be included in the proposed inward investment strategy; and
- 4) Identify potential investment sites within each local authority area to support development of proposed inward investment strategy.
- 5) Invite John Forkin to return to the next meeting to provide an overview of on-going inward investment work and the draft strategy